

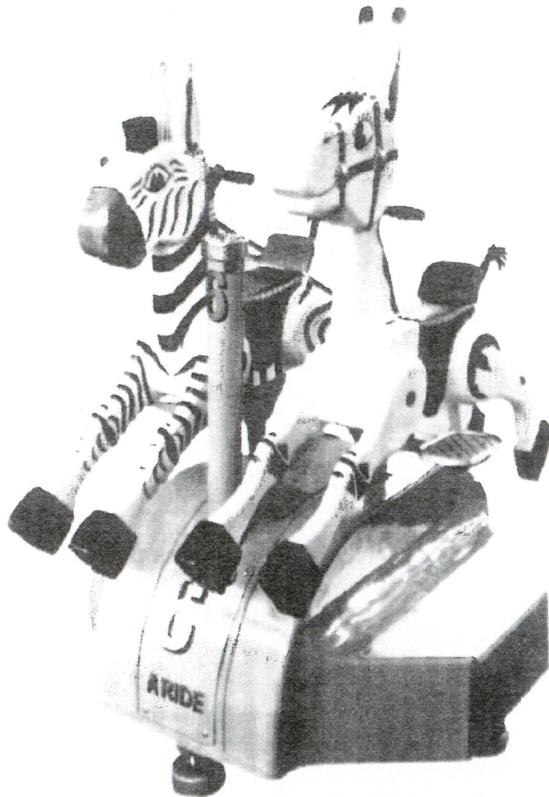
# *MECHANICAL MEMORIES*

## *MAGAZINE*

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ISSUE 49

OCT. 2010



*The only UK magazine dedicated to vintage coin-operated amusements*

# Mechanical Memories Magazine

Mechanical Memories Magazine is a subscriber magazine published monthly, except August. When subscribing, please forward your **Name, Address and Telephone number** to the address below and make cheques payable to: Mechanical Memories Magazine

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# Editorial

Hello, and here we are with the October magazine, hopefully a little earlier in the month than usual, or at least somewhere in the first half. Auction entry forms are included, so it's time to get them filled in and back to me ASAP. There has been considerable interest shown during the last couple of months, particularly from overseas collectors. It appears that the message is getting out that this really is the biggest coin-op collectors event in the UK. In addition, I have already had about fifty lots committed by people I've spoken with during the summer, so it looks like this year's show could be another record-breaker. But there is no room for apathy here! We can only continue to run these events with your support, and remember, this is YOUR day – an event run by collectors for collectors. So get those entry forms back to me, order your catalogue and lets all look forward to another great day.

And finally, many thanks to Anthony Ellis who recently sent me some original trade literature on kiddie rides, a much neglected facet of vintage coin-op collecting. This has prompted me to write a few lines and enabled me to share some pictures with you (see page 16). On the subject of trade literature, I am particularly keen to acquire old ATE and ACA year books, which I would be happy to beg, borrow or steal.....or even pay for! If you can help, please let me know.

Well, that's about it for now. Until next time

All the best

*Jerry*

**Front Cover picture:** a 'double' Edwin Hall kiddie ride (zebra and horse). Both animals appear to be Muffin the Mule with different artwork.

# News and Coming Events

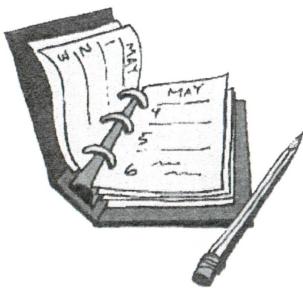
## Hastings Pier

You may remember I said some time ago that I would be keeping an eye on the fortunes of Hastings pier during the course of this year, as it is my view that the structure cannot have much time left before it is beyond economic repair. I understand Hastings council had agreed to take out a compulsory purchase order on the pier, which would have been a major step forward and would have enabled the White Rock Trust to proceed with funding applications.

As I'm sure you will all know by now, all hopes of restoring the pier have been severely damaged by the horrendous arson attack which has all but destroyed this once magnificent Victorian structure. At the time of writing, no assessment has been possible with regard to exactly how much damage has been caused, but it's hard to imagine that the pier will ever be restored now. Very sad news indeed.



*Hastings pier: before and after the fire.*



## *Dates for your diary*

**MMM Vintage Slot Collectors' Show & Auction** 28<sup>th</sup> November  
Coundon Social Club, Coventry

**Bonhams Mechanical Music & Scientific Instruments Sale** 7<sup>th</sup> December  
Knowle

**Christmas Day** 25<sup>th</sup> December  
(Sorry, had to fill the space with something)

# 2011

**Brighton Jukebox Show** 2<sup>nd</sup> & 3<sup>rd</sup> April  
Brighton racecourse

Don't forget – if you know of any event which would be of interest to readers of the magazine, please let me know so that I can include details on this page.

# Dreamland

## MARGATE

### Save Dreamland Update October 2010

This is my first Dreamland update in mechanical memories Magazine since July 2010, and although the summer has been quiet on the Dreamland front, there is still a lot to update you on.

We are now approaching the final stages of arrangements to transfer over half the Dreamland site to Dreamland Trust's local authority partner, Thanet District Council, along with a long lease to the Dreamland Trust. As soon as this is complete, we can start work on site. A lot of people are asking why it is taking so long and why we can't just use the funding we have secured to make a start anyway? I will try and answer that question here.

There has been no lack of willingness to get the land transfer deal done. The current landowner, Margate Town Centre Regeneration Company Ltd, has been very co-operative and wants, just as much as we do, to see a successful Dreamland amusement park around the restored Scenic Railway and Dreamland Cinema. Clearly however, they must also have regard to their own future plans on the part of the site that they will be retaining (i.e. the 49%) and as these become clearer so we get closer to the deal being done. Thanet District Council is also hugely supportive and playing its part not just in funding commitments but in terms of taking on the Dreamland amusement park site from Margate Town Centre Regeneration Company Ltd, taking responsibility for some of the major contract works that need to be done and, in due course, for making the site available for Dreamland Trust to operate.

The reason we can't start physical works until the site is transferred relates to conditions of the funders, which boils down to the fact that we can't start using public money on physical building works until we control the land. We should, however, shortly be in a position to go and despite the delays believe that we can be up and running for 2012.

So what else has happened over the summer? Well, Dreamland has been in the media's eye throughout the summer break. Last month BBC Two's Coast production team arrived in Margate on the trail of the traditional seaside landlady. The crew spent a morning filming the show's presenter, Alice Roberts, visiting the Scenic Railway, which will feature in the show next year. BBC One's Country Tracks, also featuring Dreamland, is expected to broadcast before the end of this year.

In week beginning 23 August BBC Radio Kent broadcast a special Dreamland feature by Jo Burn each morning and BBC Radio London did a live broadcast featuring Dreamland for the Robert Elms show on 24 August.

Up until 26<sup>th</sup> August, Londoners were able to visit Margate in their lunch hour at the Seaside pop-up shop exhibition located in Holborn. The exhibition included a Dreamland sound piece created by Liam Dermott and a projected montage of Dreamland archive photographs.

Finally, we held a tour of the world famous amusement park and cinema site and a presentation about its future as the world's first heritage amusement park as part of Margate Heritage Open Days last month. The guided tour and talk, which was held on 10th September, took two hours, and was very well received. Thanet District Council's heritage officer Nick Dermott and former Scenic Railway brakeman Dave Collard provided fascinating talks on the history of the site and its heritage structures, and those on the tour were particularly pleased to be able to look inside the old cinema building, which has been closed for three years.

### ***Nick Laister***

Chairman, The Dreamland Trust

[www.dreamlandmargate.com](http://www.dreamlandmargate.com)  
[www.savedreamland.co.uk](http://www.savedreamland.co.uk)



## **NEW RELEASE:**

# **Piers & Pier Railways DVD**

The Seaside Pier is a well loved feature of many resorts. Some of them had a railway line running to the end initially to move luggage from steamers - then passengers. This DVD takes a look at piers around the country and features film of those still operating and those that have passed into history. Extensive sequences on Ryde, Southend, Hythe, Southport and film of Walton, Ramsey & Blackpool's North Pier.

Some piers had wooden scenic railways on or near by, and miniature railways. This DVD features vintage film footage of wooden roller coasters at Blackpool Pleasure Beach, Redcar (the short-lived Giant Racer), Wonderland at Cleethorpes, Clacton Pier (the magnificent Steel Stella) and the Folkestone switchback railway. Rare film also shows piers suffering from fires and drifting ships.

**Release Date:** 2008

**Classification:** Exempt from classification

**Region coding:** Not region coded

**Running Time:** 88 minutes

**Label:** Online Video

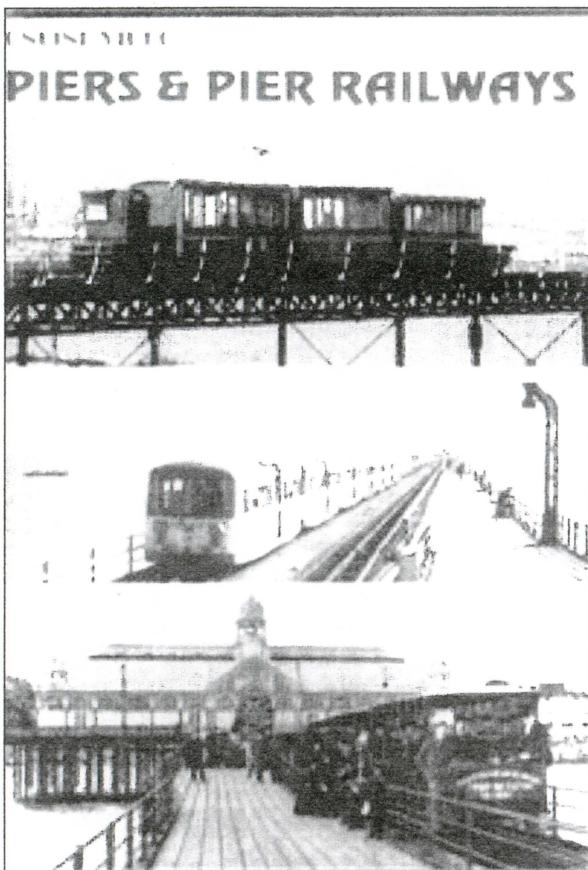
RRP: £15.00

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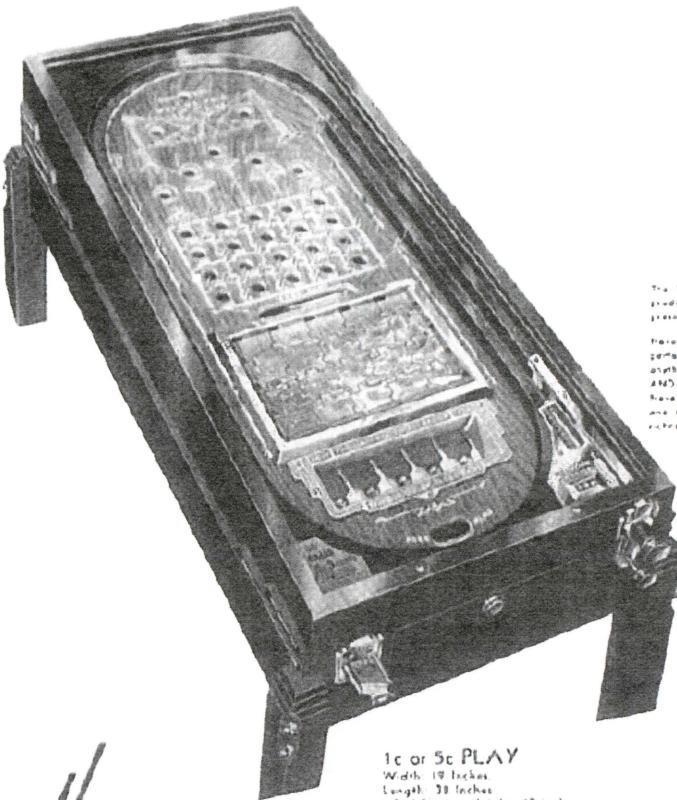
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The World's Fair JIGSAW - (Left) produced at the mightiest plant ever presented to the American public!

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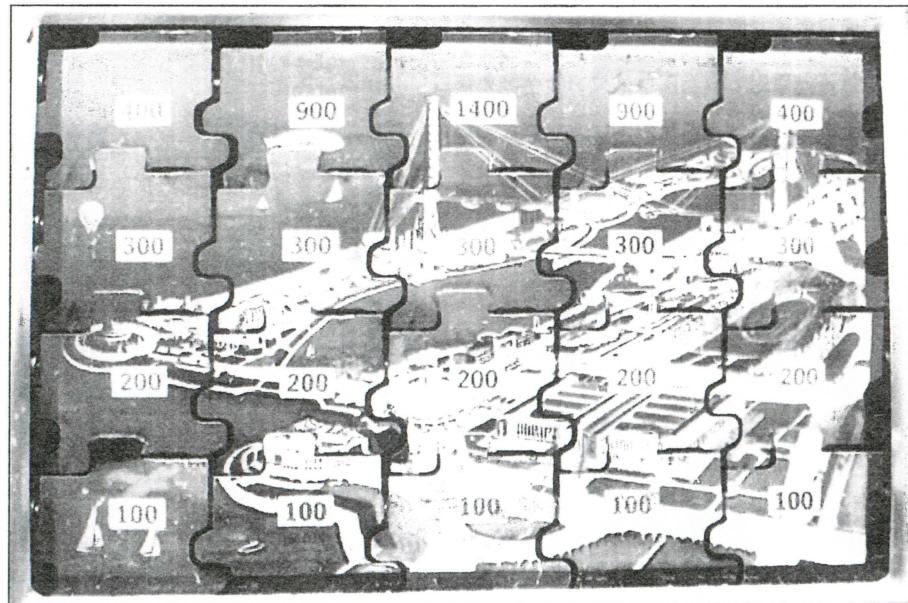
# the World's Fair **JIGSAW**

# Rock-Ola Worlds Fair Jigsaw

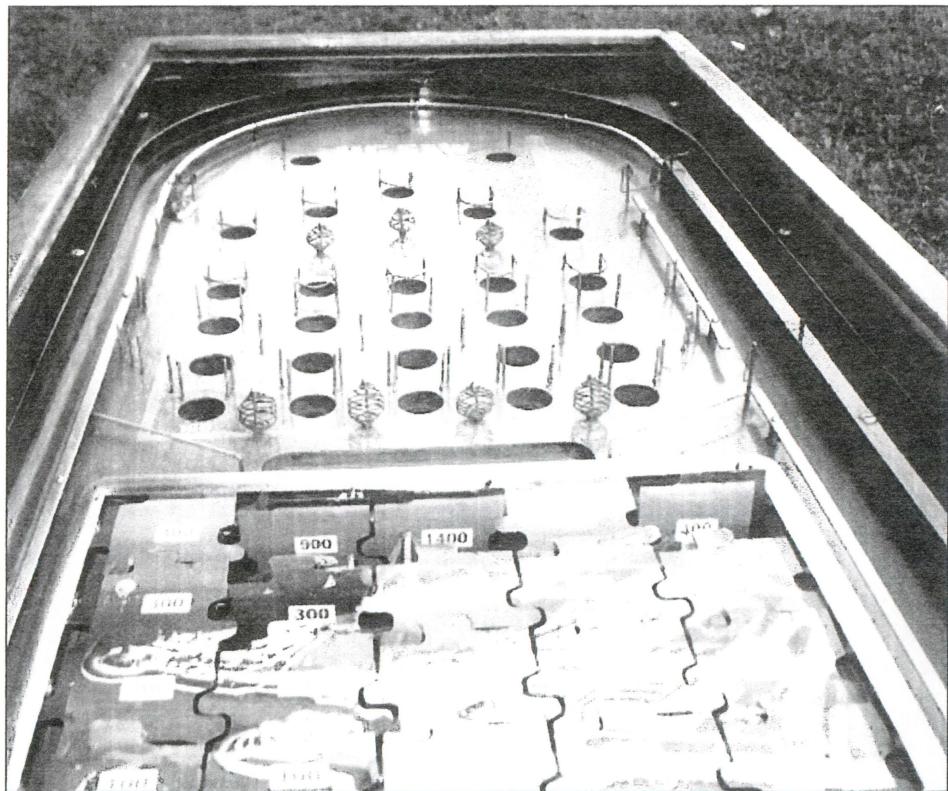
By Robert Rowland

Today's article takes us back to my school summer holidays of 1965, when I was aged ten. Living in Mablethorpe, I had got into playing the slots most days, *Marine Pastimes* being my usual stomping ground, simply because this arcade housed the biggest and latest selection of slots in town. The middle area of the arcade attracted a lot of interest. There was a raised platform where the attendants stood; from this point they gave change and could also watch the arcade at the same time. There was also a huge prize cabinet, with three shelves of prizes. In front of them on a wooden stand stood ten Rock-Ola **Worlds Fair Jigsaw** pinball machines, and behind them were another ten!

The twenty-piece jigsaw puzzle, when completed, showed a picture of the 1933 World's Fair, which that year was held in Chicago. These bagatelle type games were made in that same year to commemorate the actual event. 'Marine' (as we called it) was the only arcade in town with these Jigsaws. In the height of the summer season we noticed that people were queuing to have a play, the instant someone came off, another player was straight in. Why were they so popular? Probably because they gave you a long play for your penny.



Insert penny in slide and push slide in. This action released ten steel balls, and would also reset the jigsaw puzzle so that all twenty pieces were now standing up. Then you brought one ball into play at a time via the pump and fired that ball onto the playdeck with the plunger. As your first ball entered the play area, there were left and right 'luck' and 'chance' holes at the very top. A ball dropping into either of these would complete any one four-piece jigsaw full line, so these two holes were well worth finding. Below these holes were the remaining holes that would complete the jigsaw. From left to right, we will number each hole from the top 1 – 27, meaning 'luck' is 1, 'chance' is 2 etc. During the game, if a ball dropped in hole 14, this would complete the bottom three pieces in section two of the puzzle. If you look at the pictures of this machine, you should be able to work out how this game worked. A ball dropping into hole 27 would only complete one piece of the puzzle. A good shot would be a ball dropping in holes 3 to 12, any of these would complete one full four piece line of the puzzle, depending which hole the ball entered. If the ball in play missed all 27 holes, there was a free play ball returned channel at the bottom of the pins. There was also a second returned ball area right at the front. This only came into play if your ball failed to reach the playdeck.



The aim was to complete the twenty-piece puzzle in as few balls as possible for a prize. Complete the jigsaw with the minimum five balls, and you had the pick of the top shelf, prizes on this shelf included kite, set of dominoes, kaleidoscope, large doll, glass fruit bowl etc. Complete the jigsaw with six or seven balls gave you the pick of the middle shelf, with items like Corgi car, glove puppet, pack of playing cards, bucket & spade, vase etc. Complete in eight, nine or ten balls, you had the choice of any item on the bottom shelf, such as eggcup, ashtray, purse or wallet, small hairbrush or novelty pencil sharpeners. These Jigsaws were the machines that everyone wanted to play, and if at the end of the game you won a little prize, then that really made your day.

My friend, who worked in Marine at the time, recalls that in the height of the summer season each Jigsaw was emptied twice daily. Despite this, the owners decided to make it that bit harder to win, and one day when I went in, steel pins had suddenly appeared in front of holes 3 to 7, and this was done to all twenty machines. This action instantly deterred me from playing them, but the holidaymakers, unaware of anything different, continued to feed in the pennies. I should just mention, that although Marine Pastimes operated on ‘complete the jigsaw to win’, other arcades may have operated on a high score basis, as each individual jigsaw piece was numbered, starting at 100 up to the highest being 1400 (if you got a ball in the highest hole, it would complete the middle line and score 2000 points).

Over the years, the Jigsaws were still popular with holidaymakers. In the 1970s they operated on the new decimal 2p coin, and moving into the 1980s they were changed to accept the big old 10p piece. They became less popular in the 1990s. Marine still have five fully operational Jigsaws in the arcade today, now accepting the current smaller 10p coin, but alas, no prizes for completing the jigsaw, it’s amusement only. I feel very sad to report that the five remaining Jigsaws are now rarely played at all. How times have changed.

*Robert Rowland*

# Coventry '10

*Sunday 28<sup>th</sup> November is the big one! The biggest vintage coin-op event in the UK, our Central England Show is not to be missed. We're at the Coundon club again, so there's no excuse for getting lost, and for those who will be attending for the first time, it's pretty easy to find anyway. Entry forms for the auction are included in the magazine this month, so please return them by the closing date of Monday 8<sup>th</sup> Nov. Please also try to include pictures of all machines entered – either by returning with the entry form, or emailing separately. As many as possible will be included in the catalogue, and in addition, I will be posting all pictures on my website, as I did last year.*

*This year, I'm raising the catalogue cover price to £6 – but MMM subscribers will still be charged the reduced rate of £4 as previous (when paid in advance). Please DO order your catalogue in advance, rather than turn up on the day expecting to buy one on the door, as it's very difficult to judge the print run this way. Now, here's the important bit! The catalogue will still admit two, but entrance will be by ticket (two included with each catalogue). If you require additional tickets, these can be ordered with the catalogue. So as far as subscribers are concerned, nothing much has changed from last year – you will still pay £4 (in advance), but please use the enclosed form when ordering your catalogue, even if you are not entering lots.*

*You may be wondering why we have made this change? Well, it's partly to raise a little more revenue without raising the commission percentage, and it's partly to foil those few who still manage to sneak in without paying. I don't know how they manage it, but I do know it's still happening. So this year everyone will be required to show their ticket at all times when entering and leaving the saleroom.*

*So, please get those entry forms in; order your catalogue and.....*

**See you on the 28<sup>th</sup> Nov.**

# **Central England Vintage Coin-op Collectors' Show and Auction**

**Sunday 28<sup>th</sup> November 2010  
Coundon Social Club, Coventry CV6 1GP**

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## MUFFIN

*Length 5 ft 0 ins*

*Width 2 ft 6 ins*

*Height 5 ft 6 ins*

*Weight 254 lbs*

*Original works photograph of Edwin Hall Muffin the Mule.*

# Edwin Hall Kiddie Rides

By Jerry Chattenton

Kiddie rides seem to be an aspect of coin-op collecting that has always been largely neglected, I guess probably because of their size. Information and published literature on the subject is therefore scarce. Of all the kiddie rides manufactured in this country in over half a century, perhaps the most revered are from the firm of Edwin Hall & Co.

The name Edwin Hall will be familiar to all vintage fairground enthusiasts, as he was the chief artist and designer at the famous fairground ride builders, R. J. Lakin. The magnificent artwork which adorned the huge, imposing arks and speedways of the mid to late 1930s was the work and inspiration of Edwin Hall. The Lakin works, based at 67 Besley Street, Streatham, London SW16, finally closed in 1952, and Edwin Hall took over part of the premises. It appears the Edwin Hall firm commenced production of kiddie rides sometime during 1953, as is evidenced by this report which appeared in the 26<sup>th</sup> March 1955 edition of the American *Billboard Magazine*.

**STREATHAM, England, March 19 -**  
The majority of British kiddie rides are built by hand.

Edwin Hall & Company, one of the principal British kiddie ride manufacturers, stated: "We have not the same large prospective market as in America, therefore our machines cannot be mass produced - they are mostly hand built."

The Hall Company has been manufacturing kiddie rides for approximately 18 months. The firm also makes showmen's equipment, brightly painted and more or less to individual requirements.

The company's best money maker in England has been a ride called Muffin the Mule, which is an adaptation of an animal character featured on a British television show, a great favourite with English

kiddies. The firm hold sole rights for reproducing Muffin the Mule as a kiddie ride.

## Chief Models

Other chief models produced by the company are Space Ship, Tug Boat and Cowboy Horse. New models to be shown at the British Industries Fair are a Helicopter and a Trackless Railway Engine which can hold about 10 children, can pull trucks and could be used in stores.

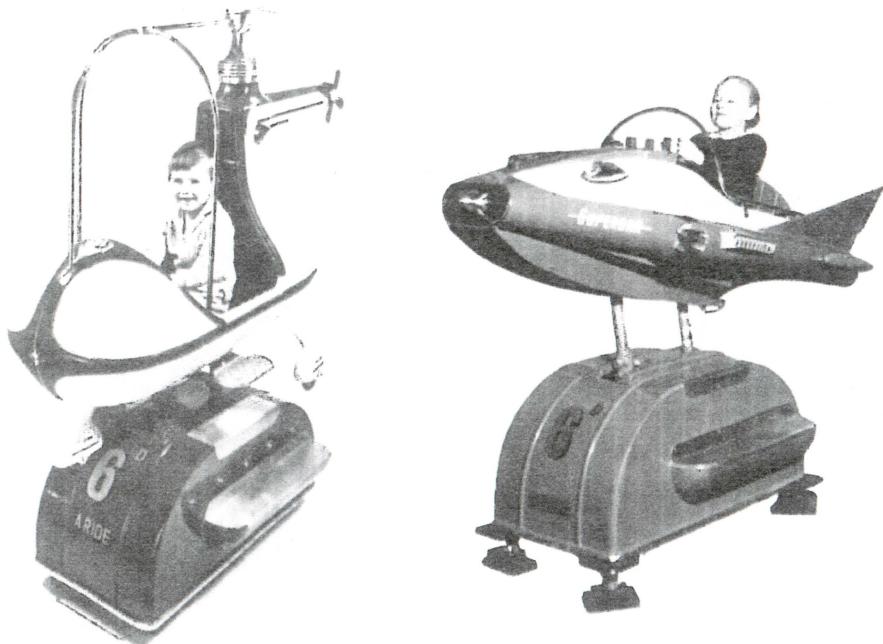
The Cowboy Horse unit was at first not so popular in England, but after the installation of music in connection with the ride, it became an attraction.

The company's rides are now in many of the main stores in London, and there is a waiting list requesting the rides, according to the firm.

This Billboard report is valuable information, not least for the record of the rides produced by the firm in its early years. Of particular interest is the 'Trackless Railway Engine'; I wonder what the Health & Safety boys would think of a train (and trailer!) load of kids weaving in and out of the isles at Sainsburys today! Do any older readers remember one of these trains trundling round their local department store in the '50s? Also of interest is the reference to the Cowboy Horse with built-in music, which must have been a considerable innovation at the time.

Perhaps the two best known rides produced by Edwin Hall are Muffin the Mule and the much later Dalek (thought to have been produced from 1964 –67). It is believed that there were less than fifty Daleks built in total, although Muffin must have been produced in much higher numbers, if surviving machines are anything to go by.

It is not known when Edwin Hall ceased building kiddie rides, but by the 1960s the firm clearly had its sights on bigger things. For it was the firm of Edwin Hall & Co. who were the pioneers of introducing the 'Twist' to British fairgrounds, manufacturing rides under licence from the American Eli Bridge company. The first six Edwin Hall machines were supplied to Butlins camps in 1960, and by the 1970s the ride had become commonplace on British fairgrounds. There are Edwin Hall twists still travelling the fairgrounds today.



*Original works photographs of Edwin Hall Helicopter and Spaceship.*



## PANDA

Length 4 ft 10 ins

Width 2 ft 9 ins

Height 4 ft 4 ins

Weight 254 lbs

*Original works photograph of Edwin Hall Panda. I very nearly bought one of these rides back in the mid '90s (the only one I've ever seen). It was for sale in an antiques/junk shop in Greenwich, for about £50. I fell in love with it, but as I didn't have the storage space, had to let it pass. What a shame! It would be great to have it at Brighton now.*

**Lineage ads. are free to subscribers and will run for two issues, unless you instruct me otherwise. Please ensure I have your ads. by the 20<sup>th</sup> of the month for inclusion in the next month's issue. Remember to include your telephone number and the area where you live. Post or e-mail to the address on page 2**

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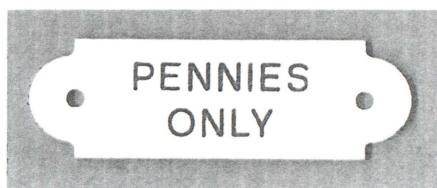
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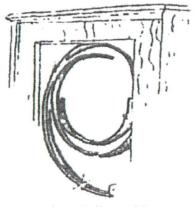
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Cheques to:

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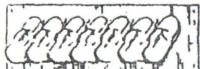
## ALLWIN TRACK

Grooved & chromed just like the original.

*Inner* with flat & nipple  
17½" inside length  
*Middle* 18" inside length  
*Outer* 40" inside length

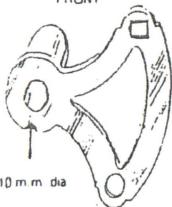


Win Tabs Red printer  
on Silver foil sticky  
backed 12 on a sheet

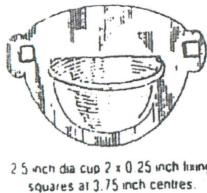


CHROMED 7 ball win  
gallery. 6 x 1.9/16

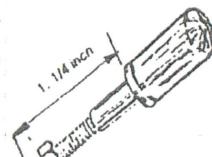
CHROMED TRIGGER  
FRONT



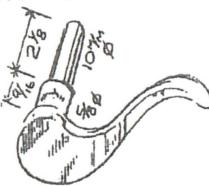
CHROMED PAYOUT BOWL



2 5/8 inch dia cup 2 x 0.25 inch fixing  
squares at 3.75 inch centres.

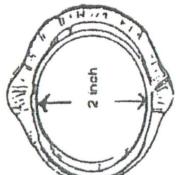


CHROMED THUMB  
STOP



TRIGGER

CHROMED KNOB SHIELD

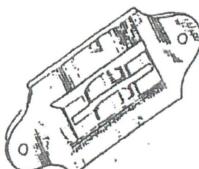


2 x tapped M5 fixing holes on  
extended nipples 2.1/2 centres.

## ALLWIN SPARES

From Stock

Nostalgic Machines Ltd.  
P.O. Box 32, Wombourne,  
South Staffs WV5 8YS  
Tel / Fax 01902 897879



COIN SLOT  
to suit 2p but can  
be filed bigger

## PRICE LIST

N01 Win Tabs (12 per  
sheet) £15.25

N02 Ball Gallery £12.55

N03 Thumb Stop £6.25

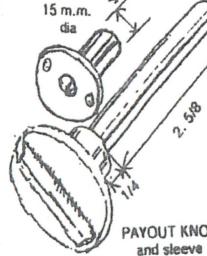
N04 Coin Slot (2p)  
£9.25

N05 Trigger Front £9.25

N06 Trigger £12.25



CHROMED ARROWS  
Reversible.



15 m.m.  
dia

2 5/8

PAYOUT KNOB  
and sleeve

N08 Payout Bowl &  
Surround £15.55

N09 Payout Knob  
Shield £9.95

N10 Payout Knob &  
Sleeve £11.95

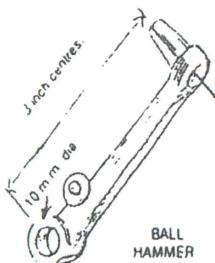
N11 Ball Hammer £4.95

N12 Ball Cups  
1-5 £9.99each  
6-10 £7.99each  
11+ £5.99each

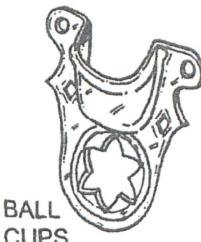
N13 Spandrills £14.99

N14 Allwin Track  
inner £19.00  
middle £19.00  
outer £23.50  
set of 3 £47.00

All prices include  
VAT @ 17.5% and P.P.  
Discount for quantity  
orders - please ring.



BALL  
HAMMER



BALL  
CUPS

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(2nd edition with revised priceguide) by Dick Bueschel.

Chapters on scales, vending, arcade, slots, jukes, pins and stimulators. Attractive book, well researched and illustrated, featuring 700 machines all in colour.

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Detailed descriptions of the machines, dates, manufacturer production data, plus over 800 pictures, a price guide and a wealth of historical context, will make you an instant expert on these previously under-represented coin-ops.

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## **Collector's Treasury of Antique Slot Machines from Contemporary Advertising (1925-1950)** by Peter Bach.

This fat volume makes an excellent collector's source book. It is packed with hundreds of pictorial slot machine advertisements reproduced from The Billboard (the foremost American weekly trade paper) from 1920-1950 of one arm bandits, gambling machines, console machines, trade stimulators, pinball machines, novelty vending machines, etc.

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## **Slot Machines of Yesteryear - Mills of the Thirties Operator's Companion.**

The spirit of the Mills Novelty Company in the hectic Thirties is conveyed in their product brochures, service literature, and in editorial matter from Spinning Reels (the company's own trade journal), together with press releases, promotional literature, advertising flyers etc. in The Billboard trade magazine. Excellent source book.

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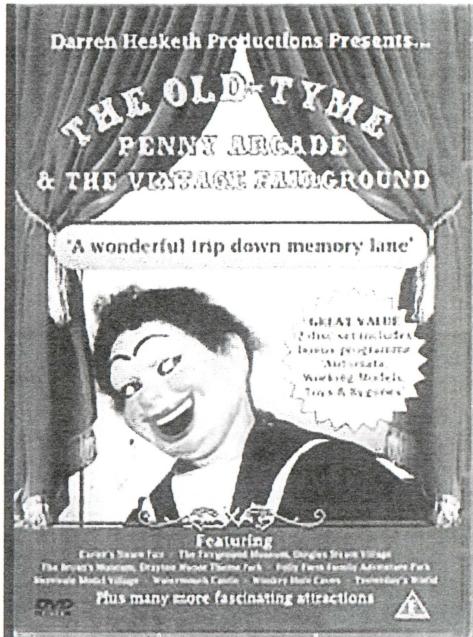
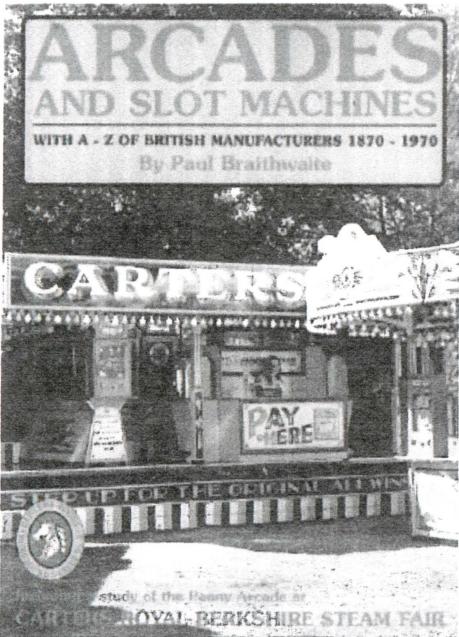
This volume captures Watling Manufacturing Company's full range from scales to bandits in catalogues, brochures, line folders, broadsides and service data, original patent and mock-up photos of the ROL-A-TOR line, artists' preparatory airbrush renderings for advertising and promotional material and Watling family photos and correspondence. Plenty of legendary anecdotes and well-informed context in the accompanying commentary. Hardback, 192 pages, b/w. **Price: £15**

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Thoroughly researched A - Z survey of the British coin slot industry from 1870 - 1970. Includes a history of travelling, pier-head and town arcades, plus plenty of photos of familiar and rare machines. The definitive British slot machine collector's identification guide. Softback, 105 pages, colour & b/w. **Price: £12**

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